

Message Text

UNCLASSIFIED

PAGE 01 RIO DE 01437 061612Z

53

ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 /018 W
----- 039445

R 061425Z MAY 75

FM AMCONSUL RIO DE JANEIRO

TO SECSTATE WASHDC 2479

INFO AMEMBASSY BRASILIA

AMCONSUL SAO PAULO

AMCONSUL SALVADOR

AMEMBASSY BUENOS AIRES

AMEMBASSY CARACAS

UNCLAS RIO DE JANEIRO 1437

FOR COMMERCE FROM TED JOHNSON

E. O. 11652: N/A

TAGS: BEXP, BR

SUBJ: U.S. CHEMICAL & PETROCHEMICAL PROCESSING EQUIPMENT TRADE
MISSION - SALVADOR-BA

1. THE TRADE MISSION MEMBERS ALL AGREED THAT THE STOP IN SALVADOR, THE FIRST SPECIALIZED TRADE MISSION TO VISIT THAT CITY, WAS WELL WORTH THE EFFORT. THE STOP AT THE SECOND NATIONAL PETROCHEMICAL COMPLEX GAVE THE MEMBERS A CLOSE LOOK AT THE PLANS AND THEIR IMPLEMENTATION IN THE BRAZILIAN PETROCHEMICAL SECTOR. THE ITINERARY INCLUDED A VISIT TO THE BASIC PETROCHEMICAL COMPLEX OF COPENE, THE NORTHEAST PETROCHEMICAL COMPANY; WHERE THE MISSION WAS GIVEN A THOROUGH BRIEFING ON THE PETROCHEMICAL PLANS FOR COPENE BY DR. ARY BARBOSA SILVEIRA; THE STATE RESEARCH AND DEVELOPMENT CENTER AT CAMACARI; AND INDIVIDUAL APPOINTMENTS AT THE SALVADOR PRAIA HOTEL. MISSION CONSENSUS IS THAT THE RECEPTION HELD AT THE HOME OF THE CONSUL WAS EXTREMELY WORTHWHILE IN MAKING GOOD CONTACTS WITH LEADERS IN LOCAL INDUSTRY.

2. A DEBRIEFING SESSION WAS HELD BY THE MISSION DIRECTOR, ARTHUR F. SAMPSON. MISSION MEMBERS FELT THAT SALVADOR HAS EXCELLENT LONG RUN SALES POTENTIAL AND THEY INTEND TO FOLLOW-UP ON INFORMATION OBTAINED HERE. WITH THE ADDED PERSPECTIVE OF
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 RIO DE 01437 061612Z

SALVADOR, MEMBERS NOTED THEY WERE EVEN MORE "GUNG HO" ON BRAZIL.

WHILE MOST INDIVIDUAL APPOINTMENTS WERE IN THE BIC, MOST MEMBERS WERE EMPHATIC ABOUT THEIR DESIRE TO MEET APPOINTMENTS IN THEIR PLACE OF BUSINESS. IN GENERAL, MEMBERS FELT THEY GET BETTER RESULTS FROM SALES EFFORT WHEN THEY GO OUT TO THE APPOINTMENTS.

3. WHILE MISSION MEMBERS WERE ENTHUSIASTIC ABOUT THEIR EXPERIENCE IN SALVADOR AS OUTLINED IN THE FOLLOWING COMMENTS, THEY RESERVED SALES ESTIMATES TO A LONGER TIME FRAME. ESTIMATED ONE YEAR SALES WERE US\$40,000, WITH 13 SALES LEADERS, 4 REPRESENTATIVE AGREEMENTS AND ONE JOINT VENTURE AGREEMENT UNDER DISCUSSION.

DANIEL SMERALD (AMERACE CORP.) - MANUFACTURING JOINT VENTURE MAY BE VERY ATTRACTIVE IF BRAZILIAN INCENTIVES AND PRODUCTION MATERIALS ARE AVAILABLE FOR A MULT-PRODUCT COMPANY WHICH WILL PRIMARILY ASSEMBLE; DR. WILBUR O. TEETERS (HOKE INTERCONTINENTAL, LTD.) DISCOVERED A LARGE POTENTIAL MARKET AREA THAT SHOULD MATURE WITHIN FIVE YEARS; RICHARD S. PEUGEOT (RIDGE INSTRUMENT CO., INC.) SALVADOR REPRESENTS AN EXCELLENT MARKET FOR THE NEAR FUTURE (2-5 YEARS). "THE COMPANY WHICH COMES TO SALVADOR WITH PRODUCTS WHICH MEET THE NEEDS OF THE MARKET AND OFFERS REASONABLE SERVICE SHOULD HAVE NO PROBLEM GENERATING BUSINESS AT A PROFITABLE LEVEL".

4. SALVADOR BUDGET: SMF \$129 AND COMMERCE \$725.

5. RIO DE JANEIRO COMMERCE BUDGER US\$735.
DEXTER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 06 MAY 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975RIODE01437
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750158-0899
From: RIO DE JANEIRO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750577/aaaacsmc.tel
Line Count: 88
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: CollinP0
Review Comment: n/a
Review Content Flags:
Review Date: 15 JUL 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <15 JUL 2003 by BrownAM>; APPROVED <04 MAR 2004 by CollinP0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: U.S. CHEMICAL & PETROCHEMICAL PROCESSING EQUIPMENT TRADE MISSION - SALVADOR-BA
TAGS: BEXP, BR
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006